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IAC-D-82/7

4 June 1956

ANNEX to
Brief for U. S. Information Agency
membership in the IAC

United States Information Agency
OFFICE OF RESEARCH AND INTELLIGENCE

1. Mission

Reporting to the Director of the United States Information Agency (USIA), the Office of Research and Intelligence (IRI) is charged with a threefold mission:

Analysis of communist propaganda in all its aspects;

Analysis of foreign public attitudes on issues which affect the United States national interest;

Measurement of impact or effectiveness of USIS operations.

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Each phase of IRI's mission involves a multitude of requirements and corresponding tasks which must be performed by specialists.

(The analysis of communist propaganda, for example, must cover the apparatus--its manning, its methods, its financing, its fronts; the output--press, periodicals, books, radio, films, television, exhibits, trade fairs; and its reflection of communist vulnerabilities, tactical shifts, and intentions;

The analysis of foreign public attitudes on issues affecting the U. S. national interest involves not only repetitive measurement of those attitudes, but also estimates of what has and will affect attitudes and estimates of the part played by public opinion in the policy decisions of or actions taken by the country concerned.)

DOS/USIA declassification & release instructions on file

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The processing of information must be such that IRI's output is fast, brief, and often unclassified in order that two major needs may be fulfilled:

Facts upon which USIA can base information policy, program planning, and operational decisions;

Unclassified information to document and otherwise support and strengthen the U. S. case before world opinion.

2. Assets and Resources

At the Washington end, IRI's resources fall into four distinct categories:

The Office of Research and Intelligence

(staffed by 125 specialists, operating on a budget of \$1, 000, 000, and concentrating on all aspects of propaganda--with special emphasis on public attitudes of foreign peoples and on communist propaganda activities throughout the world);

The Propaganda Library

(which possesses the only organized collection of communist propaganda materials. These materials are utilized for detection of shifts in emphasis of communist propaganda, detection of channels of distribution, identification of methods, and as sources for documenting USIS output. There are currently more than 10, 000 items in the collection);

The unclassified "Morgue"

(not unlike that of a large city daily newspaper. The Morgue is vital to our press and radio operations and is unique in the Government. It contains over 5, 000, 000

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items classified under 80,000 headings, including clippings from foreign and domestic newspapers, unclassified documents issued by all branches of the U. S. Government, reports of international organizations, and private studies);

Technical proficiency in Survey Research

(reflected in part by the fact that IRI has the only office in Government which regularly conducts surveys abroad. The top American professionals, including George Gallup, are consultants. Additionally, access to indigenous research organizations is exploited. \$350,000 per year is currently being spent for polls, which have already been taken in most European, a few Latin American, and one Far East country.)

Field assets of IRI divide into three groups:

The staffs of USIS at 200 posts in 79 countries, totaling 1,300 Americans and 7,000 local employees.

(Members of the USIS staff necessarily travel more widely and more often than other members of the Country Team, coming into contact with more of a cross-section of the population, and consequently have access to sources available exclusively to them. Local employees are experienced, educated specialists. They are all cleared and, while not having access to classified material, are often top-drawer sources of intelligence. USIS voluntary reports number 2,000 per month.)

Research Officers

(Research Officers are now stationed in 14 countries, and the number will soon be increased to about 20.)

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Indigenous Survey Organizations

(These exist in nearly all countries. USIS has established confidential commercial relationships with many and will be making similar arrangements with more in more countries.)

3. Current Procedures

Security considerations are met by:

Having all American employees of USIA cleared under Executive Order 10450; considering all positions sensitive; security checking all local employees; and using normal IAC declassification procedures.

(There has been no compromise of security by USIA since its inception.)

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Coordination within the intelligence community has been assured by USIA's adopting accepted practices and procedures.

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Input to the IRI intelligence mechanism derives from a variety of sources:

IRI's sources include, but are not limited to, U. S. Government agencies, certain foreign government agencies, foreign newspapers and periodicals, communist publications, and defectors.

(During April, IRI--which received more than 10,000 intelligence documents per month--received these documents as follows: State/6,000; CIA/2,200; USIA/2,000; G-2/360; Air Force/300; and Navy/100. During April 200-odd finished intelligence reports were received from CIA, State, G-2, Air Force, and Navy.)

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The intelligence output of IRI for USIA similarly takes a variety of forms--in keeping with specific needs--which may be divided into four principal types:

Program Guidance

(including "Barometer" Studies on foreign public attitudes on issues affecting U. S. national interest and on foreign communication habits; and analyses of communist propaganda activities);

Program Documentation

(in the form of unclassified reports and which usually are placed--without attribution to the U. S. Government--in foreign media, e. g. press, radio, and books.);

World-wide Press Reaction to Significant Events

(such as nuclear tests and racial problems within U. S.);

Program Effectiveness Studies